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### Remarks/Arguments

Claims 5, 10 and 15 have been canceled and their subject matter added to claims 1, 6 and 11, respectively. Thus, claims 1-4, 6-9, and 11-14 are pending. Applicant has amended the claims to clarify the claim language. No new matter has been added to the prosecution of this application. For at least the reasons stated below, Applicant asserts that all claims are now in condition for allowance.

#### 1. 35 U.S.C. § 103(a) Rejections

Claims 1-15 are rejected under 35 U.S.C. § 103(a) as being unpatentable over *Dedrick* (US Patent 5,724,521) in view of *Bladow* (US Patent 6,115,040), with claims 3, 8 and 13 unpatentable over these two references in further view of *Rose* (US Patent 6,138,086) and claims 5, 10 and 15 in further view of *Li* (US Patent 6,067,568). Applicant respectfully opposes these rejections as the references fail to teach (alone or in combination) all of the claim limitations.

Claim 1 is directed to managing user information by:

- (a) providing a site server with information stored thereon including preferences, roles, and details identifying the users, wherein the details of the users include a user name and a legal name;
- (b) providing a database separate from the site server, the database having information stored thereon including preferences, roles, and details identifying the users, wherein the details of the users include a user name and a legal name;
- (c) authenticating an identity of one of the users;
- (d) displaying a single interface which provides the user access to both the site server and the database upon authentication of the identity of the user;

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- (e) allowing the user to view and change the information identifying the user that is stored on the site server and the database and that is associated with the user; and
- (f) tailoring the single interface based on the information identifying the user.

Upon a careful comparison of this claim to the teachings of the references, one finds that the Examiner's assertions about the references fall short of suggesting or teaching all the elements. In fact, the references explicitly teach away from certain claim restrictions.

Claim 1 starts by requiring a "site server" and a "database separate from the site server". The Examiner asserts that the clearinghouse server 20 and/or yellow page server 22 teach the requisite "site server". For ease of discussion these two servers in Dedrick will be referred to as server 20/22. The Examiner asserts by his citations to Dedrick that the personal profile database 27 on the client system 12 and/or the user profile database 30 on the metering server 14 teach the required "database separate from the site server". Referring to figure 1, if elements 20/22, 27 (within element 12) and 30 (within element 14) match up with the claimed elements, then one can see that such database appears separate from the site server. However, as will now be discussed, site server 20/22 does not store the required information.

**A. The References Teach Away from a Site Server that Stores User Details, such as Legal Name and User Name.**

Elements (a) and (b) require that the details stored on the site server 20/22 and database about the user identify the user details, "wherein the details of the users include a user name and a legal name". Dedrick explicitly prohibits such access or storage by server 20/22 to such user identifiable data and the Examiner confirms that "Dedrick and Bladow

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does not explicitly teach the details relating to a user name and a legal name." (Office action page 5)

Column 3 states that user information is passed from client system 12 to metering server 14 for use by server 20/22. Importantly, however, Dedrick does not send to server 20/20 any user details that identify the user, such as the user's legal name or user name. Access to the site server to user details such as a legal name and user name is not taught because such data is not stored on the site server 20/22. As proof, when the user uses the profile editor to access her user details stored on the database 27, ONLY non-identifying information about the user is transferred to the metering server 14 (which is between 27 and 20/22). Column 3 line 50 states "the information associated with the end user is compiled and transferred to the metering server 14 without any indication of the identity of the user (for example, the name and phone numbers are not included in the computation)."

Later Dedrick again states that the site server 20/22 does not contain user identifiable information such as a legal name or user name. In column 8, Dedrick teaches that the statistic compilation process "compiles the user profile data contained in personal profile database 27 and transfers the compiled data to [server 20/22 via] metering server 14. Statistic compilation process 26 aggregates the user profile data in personal profile database 27. That is, statistic compilation process 26 compiles all of the user profile data in personal profile database 27 except for information which identifies a particular individual" (col 8, lines 57-60). For example, "information such as the end user's name, social security number, address and credit card numbers are not included in the compilation" to be transferred to server 20/22 via metering server 14 (col 8, lines 60-62). In other words, "client system 12 transfers the compiled data to metering server 14 without divulging any confidential [user] information to the advertisers/publishers" (col 8, lines 62-65).

The Examiner asserts that Li teaches user name and legal name. Even if that were true, since Dedrick explicitly teaches away from "a site server with information stored

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thereon including preferences, roles, and details relating to users, wherein the details of the users include a user name and a legal name", one skilled in the art would not combine

Dedrick to LI to store Legal Name and User Name on the site server.

**B. The References Do Not Teach a Single Interface for the User to Access Both the Site Server and the Database Directly.**

Element (d) of claim 1 requires "displaying a single interface which provides the user access to both the site server and the database". Thus, the references must teach or suggest displaying a user interface to a user that allows the user to access both the information stored on the site server 20/22 and the information stored on the database 27 (within element 12) and 30 (within element 14), where the information identifies a user, including a user name and a legal name. This is not taught by the references: the user is not able to access user data (such as user name and legal name) on the site server 20/22.

Dedrick discusses in column 3 a client interface (element 23 within client system 12) for the user, where the user may pull up the 'profile editor'. Column 8 lines 17-19 teach that "data is collected for personal profile database 27 by direct input from the end user". The end user cannot use the interface to contact server 20/22. Rather, there is a "statistic compilation process 26 that generates statistical, non user identifiable, data for the metering server 14 to pass on to site server 20/22" (col 8, lines 57-65).

Furthermore, since the site server cannot store user identifiable data such as user names and legal names, even if the user interface gave the user access to the site server, the user could not "view and change the information identifying the user that is stored on the site server" (required by element e) since such information does not exist.

The deficiencies discussed above in Dedrick are not provided by Bladow or Li. There is at least no teaching of a single interface for the user to access user identifiable data (such as legal name and user name) simultaneously from a site server and separate database.

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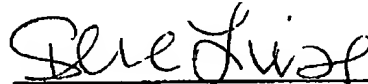
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Nor is there a teaching of storing such legal name, user name and other such data on a site server. Rather, the reference teaches away from this. Applicant respectfully requests that the 103(a) rejections be withdrawn from claims 1, 6 and 11. As the remaining claims depend upon 1, 6 or 11, Applicant respectfully requests that the 103(a) rejections for the dependent claims likewise be withdrawn.

## 2. Summary

The references (alone or in combination) do not teach each of the limitations of the independent claims and therefore Applicant submits that all pending claims are allowable over the art of record and respectfully requests that a Notice of Allowance be issued in this case. In the event a telephone conversation would expedite the prosecution of this application, the Examiner may reach the undersigned at 612-607-7508. If any fees are due in connection with the filing of this paper, then the Commissioner is authorized to charge such fees including fees for any extension of time, to Deposit Account No. 50-1901 (Docket 060021-329601).

Respectfully submitted,



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